

IN THE CLAIMS:

Please amend claims 1, 11, and 18 as follows:

1. (Amended) An apparatus comprising:

a label configured to be affixed to a product at a source thereof;

the product having a surface associated therewith;

the label configured to directly communicate first information corresponding to at least one of the product and a source of the product; and

a computer readable medium, storing instructions executable by a computer of a purchaser of the product, coupled to the product by the label.

11. (Amended) An apparatus comprising:

a label configured to be affixed to packaging substantially enclosing a product at a source thereof, and the packaging having an exterior;

the label configured to directly communicate first information corresponding to at least one of the product and a source of the product;

the packaging substantially enclosing the product; and

a computer-readable medium coupled to the packaging by the label and containing instructions executable on a computer of a user.